



TUESDAY, AUGUST 20, 2002. TIME: 2.00 pm - 5.00 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

(Note: Marks are awarded for the relevant use of contemporary Irish examples of marketing practice)

1. There are *“three research perspectives that act as guides for how to think about and identify the factors that influence consumer acquisition behaviour.....Most purchases will have some elements of each of the three perspectives.”* (Mowen and Minor).
 - (a) Identify the three perspectives.
 - (b) Explain how a consumer purchase may involve some elements of all three perspectives.
 - (c) Show how a marketer, in deciding how to appeal to consumers, might be influenced by the understanding that ‘most purchases will have some elements of each of the three perspectives’.

2. *“The field of semiotics is highly relevant to the entire area of promotional strategy in marketing.”* (Mowen and Minor).
 - (a) Explain what is meant by semiotics.
 - (b) Chose two current or recent Irish marketing campaigns to illustrate how semiotics can be used for promotional strategy.

3. *“When investigating consumer behaviour, the researcher must be concerned with experiential, or affective processes.”* (Mowen and Minor).
 - (a) Explain what is meant by consumers’ experiential, or affective processes.
 - (b) Identify the areas of consumer behaviour to which affective processes apply
 - (c) Show how marketers may use a knowledge of consumer affective processes in their marketing strategies.

P.T.O.

4. *“Stored in long-term memory is a person’s knowledge about the consumption environment.”* (Mowen and Minor).
 - (a) Explain how consumers gain knowledge about the consumption environment.
 - (b) What are the implications for marketing managers of the study of consumer knowledge?

5. *“Most of the failures (in attempting to expand overseas) have sprung from the mistaken belief that what does well in the domestic market will automatically work for consumers in far-flung places.”* (Matthew Goodman, The Sunday Times, February 3 2002).
 - (a) Briefly describe the components of culture.
 - (b) Explain how an understanding of culture might reduce the rate of failures in attempting to expand outside the domestic market.

6. *“When consumers follow the experiential path, attitudes are influenced directly and beliefs about the object do not necessarily change beforehand.”* (Mowen and Minor).
 - (a) Explain what is meant by the ‘experiential approach’ to attitude change; compare and contrast it with other available approaches.
 - (b) Show how marketers can use the experiential approach when attempting to change people’s negative attitudes towards shopping on the internet.

7. *“Word of mouth communications have an extremely strong impact on consumer purchase behaviour.”* (Mowen and Minor).
 - (a) Describe how word of mouth communications occur.
 - (b) Explain how marketers can respond to and utilise word of mouth influence.

8.
 - (a) Identify the types and dimensions of involvement.
 - (b) To what extent does level of consumer involvement affect how consumers react to advertising messages?